

VANITY FAIR

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ON TIME

*"I know not all that may be
coming, but be it what it will,
I'll go to it laughing."*

—HERMAN MELVILLE

THE *ADVENTURE* ISSUE

Into the wild with SIR RANULPH FIENNES, EWAN MCGREGOR, SIMON LE BON and more!



To The Moon And Back Again

We have become so used to the rarest vintage Patek Philippe pieces fetching astronomical sums that the \$2,965,000 paid at Sotheby's in June for the firm's very first split-seconds wrist chronograph (left) doesn't seem that surprising. In fact, what's more surprising is the fact that it didn't make more—especially since the vendor paid around \$2 million for it in 1999, when it appeared as the star lot at Antiquorum. The seller is, no doubt, still fairly content with the \$7.1 million achieved for his 11-strong Patek collection, including the Sky Moon Tourbillon (above) in titanium, which sold for \$1,325,000.



ONE TO WATCH

A one-off IWC Spitfire pilot watch dedicated to New York's Tribeca Film Festival more than doubled expectations when it fetched \$55,000 at Antiquorum New York in the spring. The buyer of the red-gold watch, which featured a special grey and red dial and an engraved case back, also got to have dinner with festival co-founders Robert De Niro, Jane Rosenthal and Craig Hatkoff, together with IWC chief Georges Kern. The Schaffhausen watch brand has been an official partner of the Tribeca Film Festival since 2013.



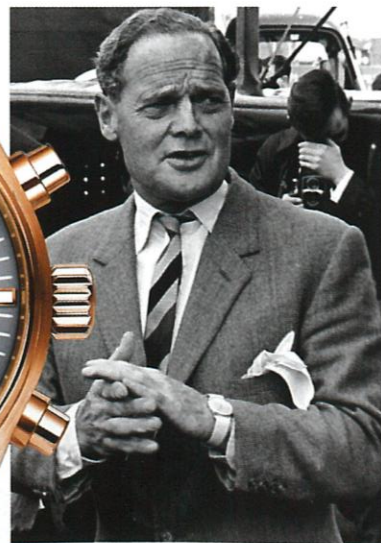
Pilot Spitfire chronograph, by IWC. Right: Sir Douglas Bader, 1966.

SMALL-TIME LOOK



A 1940 ATP Timor wristwatch (above) that originally belonged to the legendary, amputee air-ace Sir Douglas Bader realised an estimate-busting £3,800 when it crossed the block at London-based Watches of Knightsbridge during the summer. The 32mm watch, which seemed absurdly small in comparison to today's giant, aviation-inspired timepieces, was sold together with Bader's R.A.F. dog tag—both items having been given by Bader to Arthur Dunn, a mess clerk at Duxford airfield during the Second World War. The watch and tag were first sold in a Sotheby's aeronautica auction in 1999 for £2,300, before being offered on eBay last year where they fetched £3,700.

AUCTION REPORT



PHOTOGRAPHS: SOTHEBY'S (SKY MOON, SPLIT-SECONDS); ANTIQUORUM AUCTIONEERS (IWC); REX/ASSOCIATED NEWSPAPERS (BADER)

BIENVENIDOS — WELCOME



ESTACION CIENTIFICA
CHARLES DARWIN
Charles Darwin Research Station



WILD MAN
Sven Lorenz at the Charles Darwin Foundation Research Station on the Galápagos Islands. *Inset, left:* an IWC Aquatimer Chronograph Edition Expedition Charles Darwin in bronze.

OH MY GALÁPAGOS!

SWEN LORENZ, CEO of the Charles Darwin Foundation, recalls his surprise nomination to the Galápagos-based post, and reflects on a nicely evolving partnership with IWC

It was on a Tuesday evening in 2011, in the bar of Brown's Hotel on Albemarle Street, that I was asked to run one of the world's highest-profile science and conservation bodies. Organisations like this don't usually look to a university dropout and serial entrepreneur for advice on how to manage their affairs. However, even the conservative world of non-profits evolves. The Charles Darwin Foundation—created in 1959 through a partnership involving the United Nations, the government of Ecuador and individuals from the worlds of science and conservation, and in charge of running a research station in the Galápagos Islands—decided that it had to adapt if it was to avoid extinction.

The offer came five years after I had first visited the Galápagos as a tourist, with no other plan than to enjoy its fabled wildlife and learn more about its history. I now know, as one of my predecessors said, that “the Galápagos grab hold of you and don't let you go.”

In the Galápagos, you don't observe wildlife—you mingle with it. Nowhere else on the planet can you have this kind of interaction with wild, untamed nature. Many of the 200,000 visitors a year to the archipelago describe their experience as life-changing.

Having been the executive director of the Charles Darwin Foundation for the past three years, I am now in charge of the scientific research station located on one of the four inhabited islands, set amid the 15,000 residents of its bustling tourism capital, Puerto Ayora. We have more than 30 scientists on our staff, and a further 35 staff members supporting the more than 100 visiting scientists that the research station receives each year—add to those our scholarship students and the never-ending stream of volunteers from Ecuador and abroad. The CDF continues to be the single largest provider of scientific projects that feed into the conservation efforts of the Ecuadorian government. All this work is carried out under a contract that

enables the CDF officially to advise entities such as the Galápagos National Park Service, giving its scientific evidence immediate relevance for the conservation of the Galápagos.

By late 2010, following an ongoing crisis, the CDF was ready to look at matters from a new angle. I was invited to join the board. Little did I know that only eight months later I would be running the entire organisation.

Delving into my work as non-executive director, I was shocked to find that the body was essentially heading towards bankruptcy. I decided to change the existing set-up and management completely. Following the shake-up, the board approved my appointment and the contract was signed. I was on a plane to South America shortly thereafter.

Even as a newcomer, I had a strong instinct that under no circumstances should this foundation be allowed to go under. It had been the Charles Darwin Foundation that, back in the 1960s,

created a world-famous breeding programme for giant tortoises. This not only saved the most iconic of all Galápagos animals from oblivion but also made it possible for any visitor to the islands today to observe these creatures in the wild, up close, and in large numbers.

There are many international NGOs operating in the Galápagos Islands today, and the Ecuadorian government has added countless of its own entities to the local landscape. However, only the CDF has a track record of more than five decades for mobilising international expertise and funding on a large scale, and often with a great deal of flexibility to cater for emergencies. Since 1996 alone, the CDF has brought more than \$50 million in private charitable funding to the Galápagos.

Since the early 1970s, the CDF has funded some 1,300 scholarships for Ecuadorian students. Many of these students have gone on to have successful careers and to rise to decision-making posts in Ecuador, giving the CDF a far-reaching and irreplaceable network that, once again, no other such organisation can match.

The foundation even pushed itself to the forefront of conservation science when it proposed, a decade ago, that for the first time ever a “bio-agent” (that is, a predator) should be introduced to the islands to bring under control another invasive species. Many deemed this risky, but on the back of five years’ worth of scientific efforts, the right bio-agent was identified and the project turned into a stunning conservation success.

Importantly, its work helped to create the Galápagos Marine Reserve, which was formally created in 1998 and to this day remains the world’s fourth-largest protected marine area. It is now one of the last places on Earth that counts as a true haven for sharks, with abundant populations that divers can observe in licensed diving spots. Nowhere else do divers get the opportunity to swim among 500, maybe even 1,000, hammerhead sharks.

The fight to preserve these islands is, however, a tough one. Funding is never quite sufficient to deal with all the challenges and problems, the equatorial climate

includes extended periods of searing heat and torrential rainfall, and the political environment is extremely complex due to the large number of entities having a say.

Trying to have as much impact on the conservation of the Galápagos as possible, I took the decision to focus the organisation on fewer but bigger projects, together with partners from Ecuador and abroad. One such partner is the Swiss watch manufacturer IWC Schaffhausen. Helping to protect the marine reserve and its shark populations is one of the areas that is also supported by IWC, which since 2009 has been sponsoring the work of the foundation in a significant way. With a yearly donation of \$250,000, IWC is one of the five biggest donors to the CDF, contributing crucial support to our annual budget of \$3.5 million. Additionally, IWC supports individual science

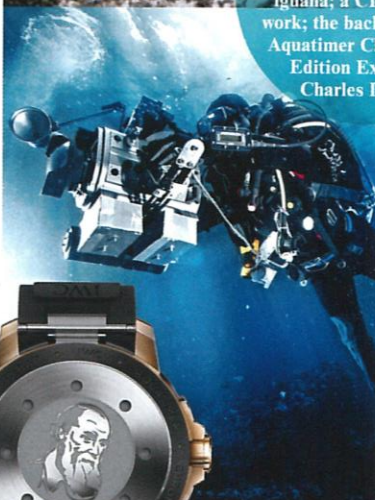
projects, such as the satellite tags that we will introduce for our shark-tagging campaign later this year. Last but not least, working with IWC allows the CDF to increase its media reach and raise awareness for the islands.

The partnership is symbiotic. For the brand’s current collection of Aquatimer watches, IWC’s creative director, Christian Knoop, came to the islands not only to be inspired by what Darwin had seen but also to work with our team of scientists. Using Aquatimers during diving missions, my team was able to feed back to IWC’s designers about how the new range of dive watches can be optimised for the serious dive professional. I am both delighted and proud that over the past two years we have managed to turn our relationship with IWC into a showcase for a nonprofit organisation working together with a company that shares similar values and has a genuine sense of corporate social responsibility and a programme to back that up.

It’s this kind of work that harks back to my old life of raising funds for private corporations and building strategic partnerships for them. An organisation such as the CDF, based on a remote island 600 miles off the coast of Ecuador and historically funded through donations, also has to adapt and evolve, which has involved looking beyond conventional donations in order to secure reliable funding.

Clearly, life as I had once known it doesn’t exist any more for me. I have swapped sipping coffee in Starbucks in Notting Hill for sipping coffee on a terrace by the ocean in the Galápagos, with marine iguanas and sea lions basking in the sun right next to my table.

Having made these dramatic changes in my life, I couldn’t think of any better profession than to work to protect what is rightly ranked the No. 1 UNESCO World Heritage Site. The Galápagos Islands are a special place indeed, and the Charles Darwin Foundation continues to play a special role in preserving them. Looking back on it all when I am an old man, I know that I won’t regret a minute of it. □



FRILLS 'N' SPILLS
From top: an IWC Aquatimer Chronograph Edition 50 Years Science Galápagos; a marine iguana; a CDF diver at work; the back of an IWC Aquatimer Chronograph Edition Expedition Charles Darwin.

